

Marketing Materials Order Form

Fill out this form by placing a check next to the materials you would like to receive and fill in the quantity in the space provided. Please note the maximum number of orders allowed per item is two, but there are no restrictions on the number of copies you can reproduce from the camera-ready art, BetaSP tape and CDs. Also note that the print ads, collateral materials and outdoor and transit ads can be downloaded in easy-to-customize, full-color, consumer-friendly versions from our website—www.italladdsup.gov—in multiple formats, including MacIntosh QuarkXPress.

Please fax this form to DOT/EPA at 202-366-3409 or mail to:

It All Adds Up Fulfillment
c/o Federal Highway Administration
400 7th Street SW (HEPN-10)
Washington, DC 20590

Materials

Quantity

(Maximum of 2 each)

<input type="checkbox"/>	Television Ads (BetaSP Tape)	_____
<input type="checkbox"/>	Radio Ads (CD)	_____
<input type="checkbox"/>	Live-Read Radio Ads (Scripts)	_____
<input type="checkbox"/>	Print Ads (CD)	_____
<input type="checkbox"/>	Collateral Materials (CD)	_____
<input type="checkbox"/>	Outdoor and Transit Ads (CD)	_____

Your Name _____
Organization _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____



We are pleased to make available to you the marketing materials for the *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign. These high-quality materials can assist your organization in reducing traffic congestion and air pollution in communities across America. It's easy to tailor the program. And with additional outreach efforts, such as presentations to schoolchildren and special events with local organizations, you can reinforce the message and build awareness where you live.

We encourage you to order the pieces that will be most useful in your outreach efforts. Order just the materials you need by using this form, or get the entire toolkit to become an *It All Adds Up to Cleaner Air* Community. The toolkit is a comprehensive guide that provides these materials, as well as practical advice on how to effectively use communications techniques, reach the media and provide the public with information on your transportation and air quality programs.

Television Advertisements

**"Trip Chaining," "Alternate Choices" and "Maintenance"
"Cleaner Air" (with Master Magician Lance Burton)
"Elevator," "Subway" and "Bus Stop"**

Available to you are seven television ads developed to increase awareness of the relationship between transportation choices, air quality and congestion. Three 30-second ads encourage the public to trip chain, choose alternative modes of transportation and maintain their automobiles. One 60-second ad features master magician Lance Burton, who talks about all three issues in one spot. There are also three 30-second spots that encourage commuters to take employer-subsidized alternate modes of transportation to and from work. You can order a broadcast-quality BetaSP tape of the television spots to use as a "dub master" for duplication and distribution to television stations in your area. Before dubbing, we recommend that you add your organization's contact information to the BetaSP master.



Recorded Radio Advertisements



Specifically written to complement the television ads, the radio spots also raise the public's awareness about trip chaining, alternate modes of transportation and vehicle maintenance. Three 60-second radio ads, each with a 30-second version, are available on a broadcast-quality compact disk (CD). They can be duplicated at a recording facility in your community onto either CD or a reel-to-reel tape (check with your local stations for their preference). The 60-second spots include 15 seconds for live-read information at the end. This air time can be used to customize the commercial with a message from your organization. The 30-second spots have 7 seconds at the end. Simply provide your local stations with the broadcast-quality dub, a copy of the radio scripts and instructions for the tag, which should include your organization's contact information. They'll take care of the rest.

Live-Read Radio Advertisements

These ads allow for an on-air read by a local radio station announcer or community leader. Ads on trip chaining, alternate modes of transportation, vehicle maintenance, and traffic and transit information each have 30-, 20-, 15- and 10-second versions. Simply add your information, duplicate the scripts and provide them to local stations.

TRIP CHAINING (15) LIVE READ (15) Script for Local Communications (30) LIVE READ (30) Script for Local Communications (45) LIVE READ (45) Script for Local Communications (60) LIVE READ (60) Script for Local Communications		TRIP CHAINING (15) LIVE READ (15) Script for Local Communications (30) LIVE READ (30) Script for Local Communications (45) LIVE READ (45) Script for Local Communications (60) LIVE READ (60) Script for Local Communications	
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Print Advertisements

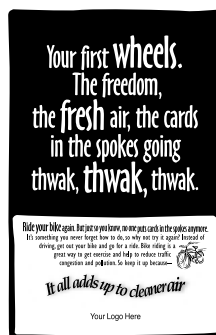
The CD includes 15 print ads, each explaining one of four key messages: trip chaining, vehicle maintenance, alternate transportation choices and traveler information. Which ads you run depends on your available transportation choices and the specific message you wish to highlight, but we recommend you deliver all of the key messages. Because they appeal to different people, running all of the messages allows you to reach the largest number of people in your community.

Each ad comes in two sizes—6.5" x 10" and 4.25" x 6.5"—for you to customize with your organization's logo. Some publications may not accept these standard measurements. If so, ask if they can "size it down" (make it smaller), "blow it up" (make it bigger) or "float it" (use as is, leaving extra white space around the ad) so it fits. If the publication does not have this capability, take the CD to any local print shop to reproduce the ads in the needed size. Note that the originals are screened at 85 lines per inch and your copies should be printed on 80 lb. glossy paper stock.

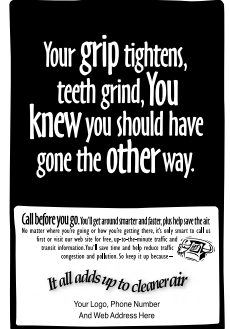
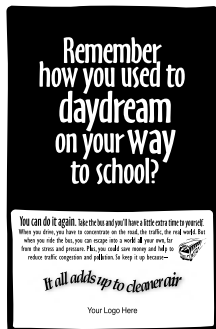
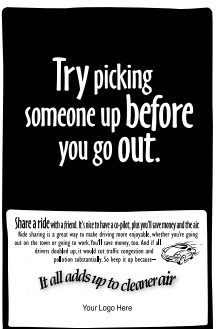
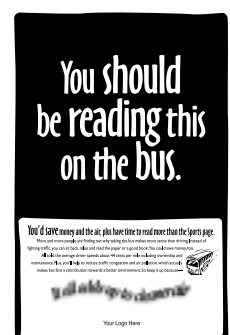
The print ads are also available on the italladdsup.gov website in multiple formats, including Adobe PDF and JPG, as well as Macintosh QuarkXPress. Use these formats to easily customize consumer-friendly versions.



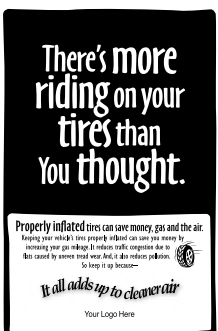
Trip Chaining



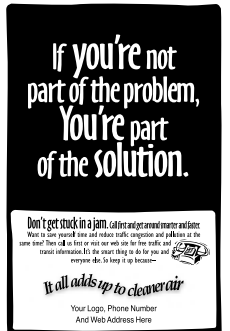
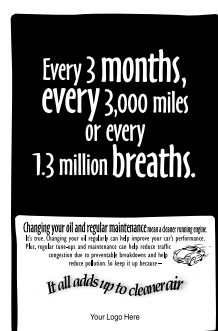
Alternate Transportation Choices



Traveler Information



Vehicle Maintenance



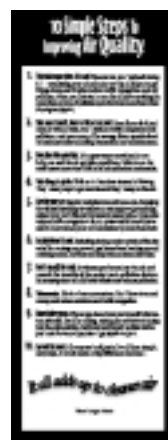
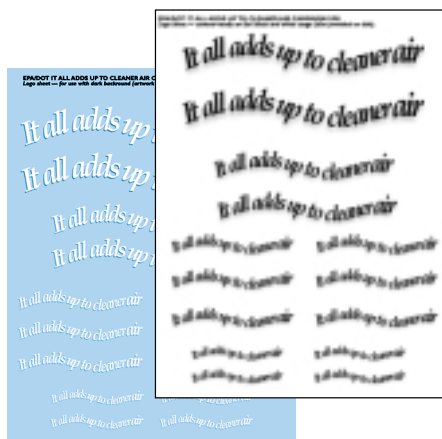
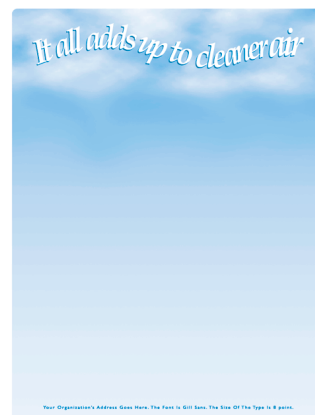
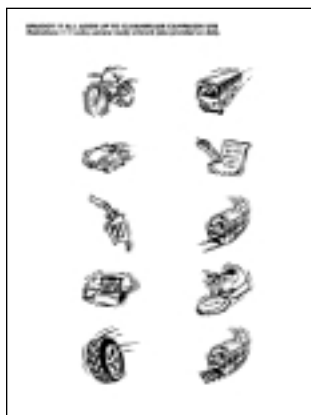
Traveler Information

Collateral Materials

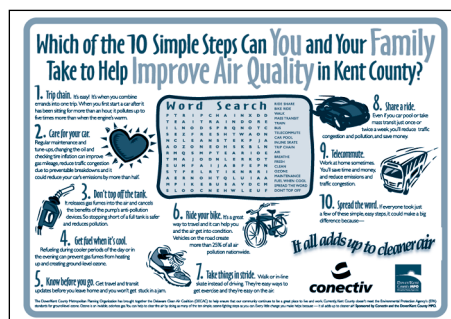


The program's wide range of collateral materials is provided on a CD and includes exhibits, a flyer, a placemat/tray liner, logo sheets, icon illustrations, a letterhead template, a button/label template, a newsletter/fact sheet template and a quiz. We recommend that you customize the camera-ready artwork with your contact information, and use the elements to create your own materials.

The collateral materials are also available on the italladdsup.gov website in full color and multiple formats, including Adobe PDF and JPG, as well as MacIntosh QuarkXPress. Use these formats to easily customize consumer-friendly versions.



Outdoor and Transit Ads



These ads highlight the same key messages as the print ads: trip chaining, vehicle maintenance and alternate transportation choices. You can choose to post billboards, bus sides and bus shelters in any combination that works for you. The billboards are 48' x 14', the bus sides are 12' x 2' 6" and the bus shelters are 4' x 6'. They can be resized to fit local specifications, and customized by adding your logo. These ads can also be downloaded in full color from italladdsup.gov in the form you prefer, including Adobe PDF and JPG, as well as MacIntosh QuarkXPress.

